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The Inside Story On

Monrovia Nursery's

SCIENTIFIC FEEDING

METHODS!

by Monrovia Nursery's **RESEARCH DIRECTOR...**

Healthier, Sturdier Stock **Scientifically Controlled** is the Result of a NEW Monrovia Nursery's



Method of Fertilizing

A REPORT TO NURSERYMEN

Research Director, Monrovia Nursery Co. by William Mulbolland

determines their future growth, health and resistance to disease. What's more, healthy faster and bring better prices. And the reason your Monrovia Nursery stock "goes over bigger' with your customers, is because we methods in feeding. We've run hundreds of A GOOD START IN LIFE is as essential to plants as it is to humans. The kind of care and feeding they get in "babyhood" plants are better-looking plants. They sell experiments to determine the one best haven't been content to stick with antiquated method of fertilizing. Our feeding procedure, evolved from these factors: (1) Fertility level of soil, (2) Type first of all, to determine the natural fertility of the soil. At Monrovia Nursery, plants are started in a specially prepared soil of right consistency and correct balance of essential extensive tests, is based on three primary of fertilizer used, (3) Timing of fertilizanot a single one can be slighted. It's vital, tion. All three are of equal importance nutrients. Nothing is left to guesswork!

The numerous extensive tests we have run mine the general fertility and the timing of fertilization, our research department has developed a special new instrument called the Nutricator. This device employs two electrodes, which, when thrust in the ground afford us positive, scientific proof. To detergive accurate meter readings.



ACCURATELY CONTROLLED LIQUID FERTILIZER CAN BE

Monrovia Nursery mixes its own fertilizers and applies them in liquid form.

The standard, easy practice among growers soil microbes to decompose them and make microbes are active, the plant may get a is to apply commercially manufactured dry fertilízers at periodic intervals, then trust to them available to the plant roots. If soil sùdden "jolt" and pur on unnatural, tooactive, the plant may starve for want of rapid growth. If microbes are absent or inessential nutrients.

ently fertile, we withhold the feeding. If the fertility level is low, we supply nutrients n an immediately available form, ready for But, thanks to our Nutricator, we know the general fertility level. If the soil is sufficithe plant to use.

FERTILIZING PROGRAM. We believe that a healthy, vigorous, steady-growing plant is far superior to one which receives sporthe early part of the growing season, a light well-enough established. In two to three TIMING" IS THE KEYWORD IN OUR adic "shots in the arm" with fertilizer. In fertilization is given to all plants that are weeks this is follow-

fertilization strength". ed by our "standard

tility level of the soil. Then, throughout the remainder of the growing season, we supply petween these two fertilizations is determined by the weather and the general ferthe plant with such added feeding as it may require. Plants are living things and must have a properly balanced diet. That's why we're so careful to guard against both over feeding and under feeding.



HARDENING OFF FOR THE WINTER SEASON

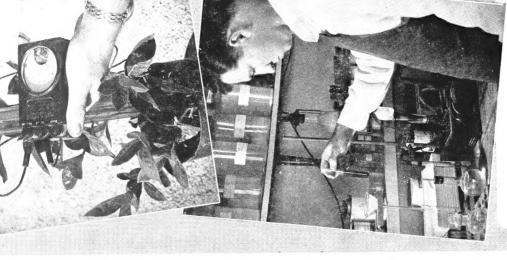
tion takes place in very late August and, as the plant uses up the material, it is not replaced. This lowered fertility plus cooler weather slows growth to a standstill, and by this method we "harden off" the plants so they are able to withstand the rigors of it is subsistence level for the overwintering tioned for cold weather. The last fertiliza-As the growing season approaches an end, the fertility level is allowed to drop until period. Thus the plant is gradually condi-



PLANTS THAT CAN "TAKE IT"

Monrovia Nursery's fertilizing method "the We give plants the start in life essential to ialized care is required . . . they'll thrive on the ordinary care given them by nurserymen or customers! Their better developed root iage spell sales appeal and bigger profits for the nurseryman. In the light of results, we don't think it an exaggeration to call continued vigor and health. No future specsystems, sturdier branches and healthier fol-

sales records will furnish best in the country"—our plants, the same. Your own



Top ---- The Nutricator, a new scientific device indicates the general soil fertility level. This instrument is exclusive with Monrovia Nursery.

Below-Monrovia Nursery tests fertilizer in its own laboratory before application.

upon the top quality of Monrovia Nursery stock. That's why you can always depend rovia Nursery. Only methods which are proved to be better are employed. Technicians and equipment of modern science eliminate guesswork at Mon-

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